

1 of 2

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	1	F	3P-4P		:60	\$900.00	11/02-11/02	1	1	1	\$900.00		
			Buyline Comment: PHIL										
	2	M	3P-4P		:60	\$900.00	11/05-11/05	1	1	1	\$900.00		
			Buyline Comment: PHIL										
	3	M	5P-630P		:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00		
			Buyline Comment: NEWS										
	4	F	5P-630P		:60	\$2,400.00	11/02-11/02	1	1	1	\$2,400.00		
			Buyline Comment: NEWS										
	5	SA	8P-9P		:60	\$2,400.00	11/03-11/03	2	1	2	\$4,800.00		
			Buyline Comment: RALSTON PRIME										
	6	SU	6A-7A		:60	\$700.00	11/04-11/04	1	1	1	\$700.00		
			Buyline Comment: NEWS										
	7	SU	830P-930P		:60	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00		
			Buyline Comment: NEWS AFT NFL										
	8	SU	10P-11P		:60	\$2,400.00	11/04-11/04	2	1	2	\$4,800.00		
			Buyline Comment: L&O										

Station	KSNV-TV LAS VEGAS, NV.				Agency	() STRATEGIC MEDIA PLACEMENT				Rep Firm				
Advertiser	() JOE HECK 4 CONGRESS					7669 STAGERS LOOP				Sales Office () PHILADELPHIA				
Product	JOE HECK 4 CONGRESS					DELAWARE, OH 43015				Salesperson () AMY MCCREARY				
Estimate#	3187				Agency C/P1/P2/E	//3187				Salesperson Phone# 215-568-6540				
Buyer	KEGAN BERAN				Flight Dates	11/02/2012 - 11/06/2012				Salesperson FAX# 215-568-1845				
Phone#					Hiatus Weeks									
Fax#														
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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---REPORT TOTALS---

Report Totals: 10 / \$20,500.00

---SALES MONTHLY TOTALS---

Nov 12: 10 / \$20,500.00
Sales Totals: 10 / \$20,500.00
Station Totals: 10 / \$20,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$68,333	CATV	0%	KBLR	0%	KINC	0%	KLAS	28%	KSNV	30%
		KTNV	20%	KTUD	1%	KVCW	1%	KVMY	2%	KVVU	18%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE